

To: Hagler, Tom[Hagler.Tom@epa.gov]
From: Marcus, Felicia@Waterboards
Sent: Sat 1/18/2014 12:02:55 AM
Subject: Fwd: Messaging and background on the Water Quality Standards part of the proclamation
Water Board EO 13247 Write Up 2 pm 1-16.docx
ATT00001.htm

Sent from my iPad so hope autocorrect was at least humorous

Felicia Marcus

Chair

State Water Resources Control Board

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Begin forwarded message:

From: "Marcus, Felicia@Waterboards" <Felicia.Marcus@waterboards.ca.gov>
Date: January 16, 2014, 1:51:47 PM PST
To: "Laird, John@CNRA" <john.laird@resources.ca.gov>, "Cowin, Mark@DWR" <Mark.Cowin@water.ca.gov>, "Stapler, Richard@CNRA" <richard.stapler@resources.ca.gov>
Cc: "Barnum, Alex@EPA" <Alex.Barnum@calepa.ca.gov>, "Kostyrko, George@Waterboards" <George.Kostyrko@waterboards.ca.gov>
Subject: **Messaging and background on the Water Quality Standards part of the proclamation**

Hi—we've worked through both a backgrounder and topline messages on how to appropriately talk about the 13247/CEQA part of the proclamation. The messages are up top, and the background is to help you all and the Gov's staff understand what this is.

We are trying to be clear, and also trying to put it into its proper perspective, all while avoiding a headline that says "Governor blows up CEQA" or "Governor blows up Delta standards," etc.

If need be, we can do bullets on the curtailment notices, transfers, and water supply augmentation. Let us know.

Please let me know you've received this.

Felicia Marcus

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